

The Honorable Michael K. Powell  
Chairman  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

Dear Chairman Powell:

I believe that this merger is a must, to allow the consumers to be able to have locals available no matter where they live.

The idea that Echostar would raise the rates to all customers because of this merger is ridiculous. Echostar is just trying to be competitive in the pay TV market. Without locals being available in most markets, this is nearly an impossible task. I am also a Dish retailer, and I know that almost anyone you talk to would switch from cable to a dish, if the locals were available. Dish is much easier to operate than digital cable and is much more affordable than any cable company. Echostar would not have to raise rates as frequent, because they are a customer satisfaction based company. They would actually gain a large number of new customers, inturn, creating more revenue for themselves. I don't understand why anyone would think that they would have any other intentions.

Even without the merger, I think that it is a crime that Echostar is not allowed to offer these locals to anyone, like the cable companies are. There is no logic behind this that I can see. Echostar would not become a monopoly, rather they would become a competitor to cable companies. The cable rates accross the nation have been rising drastically. Echostars rates have been only increasing about 1% per year on the other hand. The only negative effect this may have on anyone, is that of the cable companies. The consumers would only benefit. Maybe this would force the cable companies to lower their rates, or atleast halt their rate increases. I don't beleive that rural Americans are afraid that Echostar will raise their rates. They are more concerned about being able to get the local networks.

These views are not only views of mine, but they are views of almost anyone that I talk to about this topic. It is hard for most to take the time to write these letters, or to have the sources and knowledge to do so. Charlie Ergen has done everything he can to make Echostar a customer satisfaction related business, and also has made it profitable for the retailers, so that they can survive in their business.

Please take into consideration the thoughts of the consumers and retailers on this merger, and also to realize that without the locals, Echostar cannot be a solid competitor to the overpriced and overpowered cable companies. This country is turning to wireless solutions at an alarming rate. Without this merger, the progress of this portion of the wireless industry, is at a stand still.

Thank you for your time.

Justin Helmers  
President  
Ehovision, Inc  
Sumner, Ia

Sincerely,

Justin Helmers  
914 E 13th St  
Sumner, IA 50674